Your event strategy

VEGAN BUSINESS TRIBE

Before the event

What video can I record to invite people to visit me at the event?

What am I going to post on social media in the run up to the event?

What am I going to email out to my email list before the event?

Has the event got hashtags, or do I follow the organiser's page so I can tag them?

At the event

What content am I going to create / record at the event?

How am I going to get people to photograph my stand and tag my social media page?

How am I going to get people to give me their email addresses at the show?

Who else is at the show that my audience would be interested in that I can link up with on the day?

After the event

Have I booked off the following day to do my show follow-up?

What content do I need to edit / prepare after the show?

What email will I send the next day to people who's details I collected?

What email am I going to send to the rest of my contacts who didn't go?

Start activity at least once month before